

Total No. of Questions : 3]

SEAT No. :

PE-3479

[Total No. of Pages : 2

[6526]-101

F.Y. B.Com. (BM)

**POM 101 T : PRINCIPLES OF MANAGEMENT  
(2024 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Multiple choice questions: [5]**

- i) Comparison of Actual performance with the standard is known as \_\_\_\_
  - a) Controlling
  - b) Staffing
  - c) Management
  - d) Planning
- ii) What does management involve?
  - a) Managing finances only
  - b) Organizing people and resources to achieve goals
  - c) Focusing only on marketing
  - d) Working independently without a team
- iii) \_\_\_\_ is known as the Father of Scientific Management.
  - a) Elton Mayo
  - b) Peter F. Drucker
  - c) Fredrick W. Taylor
  - d) None of the above
- iv) \_\_\_\_ is the process of recruiting, selecting, training and retaining employees to fill roles within an organization.
  - a) Organising
  - b) Staffing
  - c) Management
  - d) Planning
- v) \_\_\_\_ is the internal force affecting change.
  - a) Cultural force
  - b) Social Force
  - c) Organizational Structure
  - d) Political force

**P.T.O.**

**B) Match the pairs :** [5]

| Group A                       | Group B                 |
|-------------------------------|-------------------------|
| i) Dhirubhai Ambani           | a) AMUL                 |
| ii) Administrative management | b) Reliance group       |
| iii) Planning                 | c) Henry Fayol          |
| iv) Dr. Varghese Kurien       | d) Threat to management |
| v) Crisis                     | e) Management function  |

**C) Answer in one sentence:** [5]

- a) What is meant by Reporting?
- b) What is meant by Delegation of Authority?
- c) What is meant by Centralization?
- d) What is meant by MBO?
- e) What is meant by TQM?

**Q2) Answer any 3 out of 5 :** [30]

- a) Explain the Functions of Management.
- b) Explain Role of managers.
- c) Explain the principles of management given by Henry Fayol.
- d) Explain the Limitations of Delegation of authority.
- e) Explain features of Management of Change.

**Q3) Write short notes (any 3) :** [15]

- a) Stress Management
- b) Verghese Kurien
- c) Management as an art
- d) Process of Controlling.
- e) Outsourcing.



Total No. of Questions :3]

SEAT No. :

**PE4880**

[Total No. of Pages : 2

**[6526]-102**

**First Year B.Com. (Business Management)  
OE-102 BM : BUSINESS MATHEMATICS  
(2024 Credit Pattern) (NEP) (Semester-I)**

*Time : 2 Hours]*

*[Max. Marks : 30*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Draw diagrams wherever necessary.*
- 3) *Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions.**

**[5]**

- a) A broker acts as a \_\_\_\_\_ between buyers and sellers.
  - i) Customer
  - ii) Manufacturer
  - iii) Middleman
  - iv) Transporter
- b) Providing loans and advances to customers is a \_\_\_\_\_ function of banks.
  - i) Primary
  - ii) Secondary
  - iii) Optional
  - iv) Seasonal
- c) When interest is added to the principal after every fixed period, the interest becomes \_\_\_\_\_.
  - i) Simple interest
  - ii) Additional amount
  - iii) Compound interest
  - iv) Discount
- d) If CP = ₹ 500 and SP = ₹ 600, the profit is \_\_\_\_\_.
  - i) ₹ 50
  - ii) ₹ 75
  - iii) ₹ 100
  - iv) ₹ 150
- e) If a number increases from 100 to 120, the percentage increase is \_\_\_\_\_.
  - i) 10%
  - ii) 15%
  - iii) 20%
  - iv) 25%

**P.T.O.**

- B) True or False: [5]
- a) If the principal increases, the simple interest decreases.
  - b) 5 : 10 is the same as 1:3.
  - c) In inverse proportion, if one quantity increases, the other also increases.
  - d) 20% of 150 is 30.
  - e) The average of 8, 12 and 20 is 15.

- Q2) Solve any 4 out of 6. [8]
- a) If 30% of a number is 270, find the number.
  - b) Are the ratios 4:6 and 10 : 15 proportional? Justify.
  - c) Two numbers are in ratio 7 :9 If smaller number is 35, find larger.
  - d) The ages of 5 friends are: 11, 12, 13, 14, 15. Find their average age.
  - e) What is Direct tax? Give one Example.
  - f) What is meant by the term EMI?

- Q3) Solve any 3 out of 5. [12]
- a) A sum of money doubles itself in 10 years. Find the rate of simple interest.
  - b) Find compound interest on ₹ 20,000 for 4 years at 5% p.a. when compounded yearly?
  - c) A man sold two machines at ₹ 990 each. On one transaction he gained 10% and on the other he lost 10%. Find percentage profit or loss in whole transaction.
  - d) Mahesh gets 3.2% of commission on his total monthly sales without a salary. If he made a sale of ₹ 3,60,000 for the month of August. How much will be his commission.
  - e) Explain odd days in calendar with suitable examples.
  - f) Explain Proportion and its types.



Total No. of Questions : 3]

SEAT No. :

**PE3480**

[Total No. of Pages : 2

**[6526]-103**

**F.Y.B.Com. (BM)**

**FIN - 102 - T : FINANCE: PRINCIPLES OF FINANCE**

**( NEP 2024 Credit Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates :-*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*
- 3) Assume suitable data if necessary.*

**Q1) A) Solve the following Multiple choice Questions.**

**[5×1=5]**

- a) The separate pool of monetary and other resources kept to support a stated activity is called\_\_\_\_\_.
  - i) Retained earnings
  - ii) Funds
  - iii) Reserves
  - iv) Working capital
- b) Interest payable on debentures is\_\_\_\_\_.
  - i) An appropriation of profit.
  - ii) A charge against profit.
  - iii) A charge against sales revenues of the company
- c) \_\_\_\_\_is an integral part of financial planning
  - i) Finance
  - ii) Capitalization
  - iii) Money
  - iv) None of these
- d) Finance provided to street vendors is an example of:
  - i) Venture Capital
  - ii) Personal Loans
  - iii) Micro Credit
  - iv) Micro Finance
- e) The amount invested in the Fixed Assets of the company is called\_\_\_\_\_.
  - i) Fixed Capital
  - ii) Net Working Capital
  - iii) Permanent Capital
  - iv) Reserve Capital

***P.T.O.***

B) Match the following Pairs

[5×1=5]

- |                    |                                       |
|--------------------|---------------------------------------|
| a) Share           | i) Collective Investment              |
| b) Venture Capital | ii) Borrowed Capital                  |
| c) Mutual Fund     | iii) Ownership                        |
| d) Debentures      | iv) Small Loan to Lower Income group. |
| e) Micro Finance   | v) Investment in Startup              |

C) State whether the following statements are True or False:

[5×1=5]

- a) Reserve and surplus are internal sources of finance.
- b) The Traditional approach to financial management emphasis the efficient allocation of funds.
- c) Prefaces share are a types of equity finance.
- d) Trading on equity involves using more debt capital to increase the returns on equity for shareholders.
- e) One factor affecting capital structure is the control requirement of existing management.

**Q2)** Long answer questions. (any 3)

[3×10=30]

- a) Explain the various external sources of Finance.
- b) Explain the mutual fund and its advantages and disadvantages.
- c) Explain the Factors that determine the capital structure of firm.
- d) Explain the profit maximization objective of Financial Management.
- e) What is Leasing? Explain the different types of leasing.

**Q3)** Write short note on the following (Any Three)

[3×5=15]

- a) Role of Finance Manager.
- b) Public Deposits
- c) Bonus Shares.
- d) Relationship of Finance with Economics.
- e) Elements of Capital.



Total No. of Questions : 4]

SEAT No. :

PE-3481

[Total No. of Pages : 2

[6526]-104

F.Y.B.Com. (BM)

**AEC-101 : BUSINESS COMMUNICATION SKILLS - I**  
**(2024 Pattern) (Semester - I)**

*Time : 2 Hours]*

*[Max. Marks : 30*

*Instructions to the condidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right side indicate full marks.*
- 3) *Draw diagrams wherever necessary.*

**Q1) Multiple Choice Questions :**

**[5]**

- i) The main purpose of communication is to :
  - a) Entertain
  - b) Inform
  - c) Confuse
  - d) Hide facts
- ii) Which of the following is an example of formal communication?
  - a) Office memo
  - b) Gossip
  - c) Rumour
  - d) Facial expression
- iii) Which barrier is caused by poor network connectivity?
  - a) Physical
  - b) Semantic
  - c) Cultural
  - d) Psychological
- iv) Eye contact is part of which communication?
  - a) Written
  - b) Verbal
  - c) Non-verbal
  - d) None of these
- v) Which is not a medium of communication?
  - a) Blog
  - b) Email
  - c) Silence
  - d) Video conferencing

**P.T.O.**

**Q2) Answer in One Line :**

**[5]**

- a) What do you mean by 'Effective Communication'?
- b) What is Paralanguage?
- c) What is a Memo?
- d) Write the meaning of Minutes of Meeting.
- e) What is the importance of Listening Skills?

**Q3) Long Answer (Attempt any 1) :**

**[10]**

- a) Discuss barriers to communication in detail.
- b) Explain the importance of listening skills in communication.

**Q4) Short Notes (Attempt any 2) :**

**[10]**

- a) 5 Cs of Effective Communication
- b) Media of Communication
- c) Notice
- d) Non-Verbal Communication
- e) Importance of Good Report.



Total No. of Questions : 3]

SEAT No. :

PE5514

[Total No. of Pages : 2

[6526]-105

F.Y. B.Com. (B.M.)

**MKT 102 T : MARKETING : PRINCIPLES OF MARKETING**  
**(2024 Credit Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Assume suitable data, if necessary.*

**Q1) A)** Solve the following multiple choice questions. **[5×1=5]**

- a) The demand for goods and services in India largely depends on \_\_\_\_\_.
  - i) Rainfall
  - ii) Income
  - iii) Inflation
  - iv) Agriculture
- b) \_\_\_\_\_ is one internal controllable marketing environmental factor.
  - i) Finance and accounting
  - ii) Customers
  - iii) Competitors
  - iv) Supplier
- c) By nature services are \_\_\_\_\_.
  - i) tangible
  - ii) intangible
  - iii) long lasting
  - iv) separable
- d) Price is only element of the marketing mix that \_\_\_\_\_.
  - i) generater costs
  - ii) generater revenue
  - iii) generater demand
  - iv) generater interest in the product
- e) \_\_\_\_\_ is also called as market Aggregation strategy.
  - i) Single segment marketing strategy
  - ii) Mass marketing strategy
  - iii) Differentiated marketing strategy
  - iv) None of these

**P.T.O.**

B) Match the following pairs. [5×1=5]

- |                      |                                    |
|----------------------|------------------------------------|
| a) Segmentation      | i) Advertising or public relations |
| b) Promotion         | ii) Discount or exchange value     |
| c) Registered Brands | iii) Dividing market into groups   |
| d) Price             | iv) Trademark                      |
| e) Macro Environment | v) PESTEL forces                   |

C) Answer in one sentence [5×1=5]

- a) What is digital marketing?
- b) Why is marketing linked to other business functions?
- c) What is Branding?
- d) What is Hybrid Marketing?
- e) What is process mix?

**Q2)** Write long answer (any three). [3×10=30]

- a) Explain marketing. and various functions of marketing.
- b) Define marketing environment. State the need for analysing of marketing environment.
- c) Define service marketing. What are the features and importance of marketing services?
- d) Explain digital marketing and types of digital marketing.
- e) Explain market segmentation and its process and types of segmentation.

**Q3)** Write short note (any three). [3×5=15]

- a) Product life cycle
- b) Virtual marketing
- c) Channels of distribution
- d) Scope of marketing mix
- e) Marketplaces, marketspaces, meta markets.



Total No. of Questions : 3]

SEAT No. :

PE-5515

[Total No. of Pages : 2

**[6526]-106**  
**F.Y. B.Com. (BM)**  
**HRM 102 T : PRINCIPLES OF HUMAN RESOURCE**  
**MANAGEMENT**  
**(2024 Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Multiple choice questions:**

**[5]**

- i) HRM mainly focuses on \_\_\_\_\_
  - a) Machines
  - b) Materials
  - c) People
  - d) Money
- ii) Job Evaluation compares :
  - a) Value of jobs
  - b) Skills of managers
  - c) Policies
  - d) Strategies
- iii) Measure to increase job satisfaction :
  - a) Recognition
  - b) Punishment
  - c) Night shifts
  - d) Stress
- iv) Globalization leads to :
  - a) International workforce mobility
  - b) Decreased competition
  - c) No diversity
  - d) Local-only workforce
- v) Outsourcing means :
  - a) Assigning work to external agencies
  - b) Hiring employees internally
  - c) Conducting meetings only
  - d) Reducing workforce

**P.T.O.**

**B) Match the pairs :** [5]

- | Column - A              | Column - B                              |
|-------------------------|-----------------------------------------|
| i) Job Description      | a) Differences in age, gender, culture  |
| ii) Career Planning     | b) Duties and responsibilities of a job |
| iii) HRIS               | c) Feeling of fulfillment in a job      |
| iv) Workforce Diversity | d) Human Resource Information System    |
| v) Job Satisfaction     | e) Employee's planned career growth     |

**C) Answer in one sentence:** [5]

- a) What is workforce diversity?
- b) What are the features of HRM?
- c) What is the Job Specification?
- d) Define HRP?
- e) What is outsourcing in HRM?

**Q2) Answer the following (Any 3)** [30]

- a) What is International HRM? Explain E-HRM and HRIS in detail.
- b) Explain career planning in detail with objectives, process, benefits and stages.
- c) Explain the meaning, process factors influencing estimation and limitations of HRP.
- d) Explain the role of HR Manager and differentiate between HRM & Personnel Management.
- e) Describe the factors that influence the estimation of human resources Requirements in an organization.

**Q3) Write Short Notes on (Any 3) :** [15]

- a) Define Human Resource management and state its importance.
- b) Difference between HRM and Personnel Management.
- c) Explain the term "Job Specification".
- d) List the benefits of Job Analysis.
- e) What are the causes of low employee morale.
- f) Changing Role of HRM.



Total No. of Questions :6]

SEAT No. :

**PE3482**

[Total No. of Pages : 2

**[6526]-107**

**F.Y. B.Com.(Business Management)**

**AGB102T: AGRI BUSINESS : AGRICULTURE AND INDIAN  
ECONOMY**

**(2024 Credit Pattern) (Semester - I)**

*Time : 3 Hours]*

*[Max. Marks : 60*

*Instructions to the candidates:*

- 1) *Question No.1 and 6 are Compulsory.*
- 2) *Attempt any three questions from question No.2 to 5*
- 3) *Figures to the right indicate full marks.*

**Q1) Multiple Choice Questions (Any 5)**

**[5]**

- a) Cooperative Credit societies are owned and controlled by\_\_\_\_
  - i) Government
  - ii) Their members
  - iii) SBI
  - iv) ICICI
- b) The Green Revolution was led by\_\_\_\_.
  - i) M.S. Swaminathan
  - ii) M.S. Srivastan
  - iii) Dr. Manmohan Singh
  - iv) Indira Gandhi
- c) The Three Farm Acts were introduced in India in\_\_\_\_
  - i) September 2019
  - ii) September 2020
  - iii) September 2021
  - iv) September 2022
- d) The main objective of MSP is to ensure\_\_\_\_prices to farmers
  - i) Low
  - ii) High
  - iii) Fair
  - iv) Market
- e) Self Help Group's (SHGs) are informal groups of \_\_\_\_people who come together to save and borrow money.
  - i) 10-20
  - ii) 30-40
  - iii) 50-60
  - iv) 70-80
- f) At present, the largest cultivated area in India is used for\_\_\_\_
  - i) Sugarcane
  - ii) Rice
  - iii) Cotton
  - iv) Tea

**P.T.O.**

**Q2)** Discuss the trends in agriculture production and productivity in India. [15]

**Q3)** Explain the recent trends in agricultural growth in India . [15]

**Q4)** Describe the Reforms in Agricultural produce Marketing Regulation Act [15]

**Q5)** Explain the scope and significance of micro finance in Indian Agriculture.[15]

**Q6)** Write Short Notes (any two) [10]

- a) NABARD
- b) International trade in agricultural commodities.
- c) Regulated Market
- d) Procurement Prices.



Total No. of Questions : 3]

SEAT No. :

PE-5626

[Total No. of Pages : 3

**[6526]-201**  
**S.Y. B.Com. (BM)**  
**MJ-201-BI-T : SERVICE MANAGEMENT : BANKING**  
**AND INSURANCE**  
**(2024 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates :*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks*
- 3) *Draw neat diagram whenever necessary*

**Q1) A) Multiple choice questions :**

**[5]**

- i) The nationalisation of major banks in India took place in:
  - a) 1947
  - b) 1969
  - c) 1991
  - d) 2000
- ii) The central bank of India is:
  - a) SBI
  - b) RBI
  - c) PNB
  - d) IDBI
- iii) RTGS stands for:
  - a) Real Time Gross Settlement
  - b) Rapid Transfer General Service
  - c) Real Transfer Guaranteed System
  - d) Random Time Gross Service
- iv) The principle of utmost good faith is related to:
  - a) Banking
  - b) Insurance
  - c) Accounts
  - d) Loans
- v) IRDAI was established in the year:
  - a) 1995
  - b) 1999
  - c) 2005
  - d) 2010

**P.T.O.**

**B) Answer in One Sentence :** [5]

- i) What is a commercial bank?
- ii) What is meant by credit control?
- iii) Define insurance.
- iv) What is PMSBY?
- v) What is meant by UPI?

**C) True or False :** [5]

- i) Scheduled banks are listed in the Second Schedule of the RBI Act.
- ii) RBI is responsible for framing the Insurance Act.
- iii) Life insurance provides risk coverage for property.
- iv) ATM allows withdrawal of money without visiting a bank branch.
- v) IRDAI regulates the banking sector in India.

**D) Match the Pairs :** [5]

| A                     | B                           |
|-----------------------|-----------------------------|
| i) RBI                | a) Agricultural insurance   |
| ii) NEFT              | b) Central Bank             |
| iii) PMJJBY           | c) Electronic fund transfer |
| iv) General Insurance | d) Life cover scheme        |
| v) RSBY               | e) Non-life insurance       |

**Q2) Long Answer Questions (Solve any 3) :** [30]

- a) Explain the evolution of banking in India before and after independence.
- b) Discuss in detail the quantitative and qualitative tools of credit control used by RBI.
- c) Explain the types of insurance and describe the claim settlement process.
- d) Describe the structure, functions, and powers of IRDAI.
- e) What are the recent trends in banking and insurance? Explain FinTech and Insurtech.

**Q3) Write Short Notes (Solve any 4) :**

**[20]**

- a) Functions of a commercial bank
- b) Core banking system
- c) Principles of insurance
- d) Bancassurance
- e) Government insurance schemes
- f) Careers in banking and insurance



Total No. of Questions :3]

SEAT No. :

**PE3483**

[Total No. of Pages : 3

**[6526]-202**

**S.Y. B.Com.(BM)**

**MARKETING MANAGEMENT**

**MJ-201-DM-T : Digital Marketing**

**(NEP 2024 Credit Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions: (any 5): [5]**

- a) \_\_\_\_\_is/are the main component (s) of digital marketing.
  - i) SEO
  - ii) SMO
  - iii) SEM
  - iv) All of the above
- b) \_\_\_\_\_are used in digital marketing.
  - i) Electronics devices
  - ii) Internet
  - iii) Both (i) & (ii)
  - iv) None of these
- c) What is the purpose of Google Ads?
  - i) Free social sharing
  - ii) Paid search engine marketing
  - iii) Unpaid press releases
  - iv) Video editing
- d) What is the main objective of E-Mail Marketing?
  - i) Print Advertisement
  - ii) Disregarding customer interaction
  - iii) Building brand loyalty and nurturing leads
  - iv) Ignoring personalisation
- e) In which context is technical writing commonly used?
  - i) Short stories
  - ii) Academic journals
  - iii) User manuals, helps guides and product documentation
  - iv) Personal blogs
- f) Chatgpt was developed by\_\_\_\_\_
  - i) Microsoft
  - ii) Open AI
  - iii) Apple
  - iv) All of the above

***P.T.O.***

- B) Answer in one Sentences: (any 5) [5]
- a) What is the Digital Marketing?
  - b) Explain inbound marketing.
  - c) Explain domain.
  - d) Describe YouTube Marketing.
  - e) What is blog?
  - f) Explain virtual assistant.
- C) True or False: (any five): [5]
- a) Content marketing is type of Digital Marketing.
  - b) Outbound links allows you to link to similar information on other sites.
  - c) SEO stand for Secure Email Operation in digital marketing.
  - d) Promoting and Sharing Video content is the primary purpose of using YouTube as a marketing platform.
  - e) To increase search engine rankings is the primary goal of content writing.
  - f) Chat GPT sometimes generates plausible but incorrect information is the Primary limitation of Chat GPT.
- D) Match the Pairs: [5]
- |                             |                                                              |
|-----------------------------|--------------------------------------------------------------|
| a) SEO                      | i) Promoting posts or profiles to reach a wider audience     |
| b) SEM                      | ii) Optimising website content for organic search            |
| c) Content marketing        | iii) Paid ads that appear on search results                  |
| d) Social Media Advertising | iv) Sending targeted messages directly to subscribers.       |
| e) Email marketing          | v) Creating and sharing valuable content to attract audience |

**Q2) Long Answer Questions (any 3 out of 5)**

**[30]**

- a) What is Digital Marketing? Describe the tools and process of Digital Marketing.
- b) What is Email marketing? Explain the procedure for Email marketing.
- c) What is Search Engine Optimisation? Explain the types of SEO?
- d) Explain in detail importance of Content writing.
- e) Describe AI Power Marketing. Mention the tools use for AI Marketing.

**Q3) Write Short Notes on: (Any 4 out of 6):**

**[20]**

- a) Core objective of Website and Flow
- b) Skills required for content writer
- c) Influencer and creator marketing
- d) Types of Visibility
- e) Types of Conversion
- f) Importance of Engagement



Total No. of Questions :3]

SEAT No. :

**PE3484**

[Total No. of Pages : 3

**[6526]-203**

**S.Y. B.Com.**

**BUSINESS MANAGEMENT**

**MJ-201-EH-T : Human Resource Management : Employee  
Management & HRM Practices  
(2024 Credit Pattern) (NEP) (Semester-III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions. [5]**

- a) “Human Resource Management” involves the elements of \_\_\_\_\_.
  - i) Planning, Organizing & Controlling
  - ii) Planning, Organizing & Coordinating
  - iii) Leading, Directing & Coordinating
  - iv) All of the above
- b) Compensation can be \_\_\_\_\_benefits.
  - i) Monetary                      ii) Non-monetary
  - iii) Both (i) & (ii)              iv) None of the above
- c) What is a measure to increase job satisfaction?
  - i) Decreasing employee autonomy
  - ii) Reducing opportunities for career growth
  - iii) Providing regular feedback
  - iv) Limiting employee benefits
- d) Which of the following option is a component of remuneration?
  - i) Fringe benefits              ii) Commitment
  - iii) External Equity              iv) Motivation
- e) In-basket training is involved in \_\_\_\_\_.
  - i) Vestibule training              ii) On the job training
  - iii) Simulation                      iv) Coaching

**P.T.O.**

B) Match the following. [5]

- | Part A                   | Part B                                                                 |
|--------------------------|------------------------------------------------------------------------|
| a) Talent Acquisition    | i) Process of evaluating employee performance                          |
| b) Performance Appraisal | ii) Organizational efforts to keep employees engaged & reduce turnover |
| c) Employee Retention    | iii) Preparing employees to fill key leadership roles in future        |
| d) Succession planning   | iv) Short-term process to improve current job skills                   |
| e) Training              | v) Identifying & attracting qualified employees                        |

C) True or false: [5]

- a) Performance appraisals help to evaluate an employee's strengths & areas for improvement \_\_\_\_.
- b) Onboarding is only a one-day event based on paperwork \_\_\_\_.
- c) Succession planning prepares employees to take on leadership roles in the future \_\_\_\_.
- d) Training & development mean exactly the same thing \_\_\_\_.
- e) Job rotation helps employees understand multiple roles within the organization \_\_\_\_.

D) Answer in one sentence: [5]

- a) What is performance appraisal?
- b) What do you mean by training?
- c) What do you mean by job description?
- d) State the types of fringe benefits.
- e) Define job satisfaction.

**Q2) Answer the following questions (Any 3 out of 5) [30]**

- a) Define Human Resource Management. Discuss the process of Onboarding & Induction
- b) Define training. State the initiatives & strategies for attracting, developing & retaining talent.
- c) What is performance appraisal? Explain its various methods.
- d) Define employee Engagement. Explain various Strategies for fostering employee engagement.
- e) What is succession planning? State its objectives & process.

**Q3) Write short notes (Any 4 out of 6) [20]**

- a) Managing Gig & Freelance workforce
- b) Principles of employee compensation
- c) Importance of talent management
- d) Factors Influencing selection decisions
- e) Modern methods of recruitment
- f) Objectives of career planning



Total No. of Questions : 4]

SEAT No. :

PE3485

[Total No. of Pages : 4

[6526]-204

S.Y. B.Com. (Business Management)

MANAGEMENT ACCOUNTING

MJ-201-MA-T : Specialization-Financial Management  
(2024 Credit Pattern) (Semester - III)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Use of simple calculator is allowed.

Q1) a) Fill in the blanks. [5]

- i) Full form of EPS is \_\_\_\_\_.
- ii) Gross Profit Ratio = \_\_\_\_\_.
- iii) The Break-Even Point (BEP) is the point at which the total revenue equals the total \_\_\_\_\_.
- iv) Budgetary control is the process of preparing, implementing and \_\_\_\_\_ budgets to achieve organizational objectives.
- v) Debt to Equity ratio = Long-term debt/\_\_\_\_\_.

b) State whether the following statements are True or False. [5]

- i) The tools and techniques of management accounting include budgeting and forecasting.
- ii) Financial Accounting is often called as a tool of management.
- iii) Quick ratio is used to measure the profitability of a firm.
- iv) A higher P/V ratio reflects lower profitability.
- v) A budget is an estimate of future needs.

Q2) a) Define Management Accounting? Explain the Scope and Objectives of Management Accounting. [10]

OR

What do you mean by Financial Statement analysis? Explain Methods of Analysis. [10]

P.T.O.

- b) Write Short Notes. (Attempt Any Three) [15]
- Distinguish between financial & management accounting.
  - Objectives of management accounting.
  - Cash Budget.
  - Break Even Point
  - Profitability Ratio

**Q3)** Following is the balance sheet of Krishna Ltd., as on 31<sup>st</sup> March 2025. [15]

Balance sheet as on 31<sup>st</sup> March 2025

| Liabilities             | Amount (₹) | Assets                  | Amount (₹) |
|-------------------------|------------|-------------------------|------------|
| Share Capital           | 12,00,000  | Plant and Machinery     | 6,00,000   |
| General Reserve         | 2,00,000   | Land and Building       | 4,30,000   |
| Profit and Loss Account | 4,30,000   | Debtors                 | 8,20,000   |
| Creditors               | 5,00,000   | Investment (Short Term) |            |
|                         |            | Stocks                  | 2,00,000   |
| Bank Overdraft          | 1,00,000   | (Closing)               | 2,50,000   |
|                         |            | Cash in hand            | 1,30,000   |
|                         | 24,30,000  |                         | 24,30,000  |

Additional Information:

Gross Profit for the year 2024-25 - ₹ 9,00,000

Sales for the year 2024-25 - ₹ 30,00,000

Opening Stock of goods as on 1<sup>st</sup> April 2024 - ₹2,00,000

From the above information calculate the following Ratios-

- Current Ratio
- Liquid Ratio
- Gross Profit Ratio
- Proprietary Ratio
- Stock Turnover Ratio

**Q4) a)** Following information is obtained from the Birla Ltd. Baroda, for the year ended 31<sup>st</sup> March 2025. [10]

Sales Unit 15,000 Units

Fixed Cost ₹ 34,000

Sales Value ₹1,50,000

Variable Cost Per Unit ₹ 6

Calculate:

- i) Profit Volume Ratio (P/V Ratio)
  - ii) Break Even Point (BEP) in Sales
  - iii) Margin of safety
  - iv) Also calculate the effect of following:-
    - 1) Decrease of 10% in selling price
    - 2) Increase of 10% in variable cost
- b) Dhara Milk L Ltd, Cochin, wants to avail overdraft facility with Bank of India for the period October-December 2025 for meeting the orders. From the following particulars, prepare a Cash Budget and find out the amount of overdraft facility required. **[10]**

| Month 2025 | Credit Sales<br>(₹) | Credit Purchases<br>(₹) | Wages<br>(₹) |
|------------|---------------------|-------------------------|--------------|
| July       | 1,30,000            | 1,60,000                | 14,000       |
| August     | 2,10,000            | 1,55,000                | 15,000       |
| September  | 2,20,000            | 1,80,000                | 18,000       |
| October    | 3,00,000            | 3,20,000                | 15,000       |
| November   | 1,50,000            | 2,20,000                | 17,000       |
| December   | 1,50,000            | 3,50,000                | 16,000       |

The Credit Sales are realized as below:

- 50% of the amount in the second month following the sales two months or
- 50% of the amount in the third month following the sales three months

The Creditors for Purchases are paid in the month following the month of purchase The Bank Pass Book showed a credit balance in the Current Account as on 30th September, 2025 as 10,000

OR

A company is considering an investment proposal to install a new milling control at a cost of 250,000. The facility has a life expectancy of 5 years without any salvage value. The firm uses SLM of depreciation and the same is used for tax purposes. The tax rate is assumed to be 35%.

The estimated cash flows before depreciation and tax (CFBDT) from the investment proposal are as follows: **[10]**

| Year | CFBDT<br>(₹) |
|------|--------------|
| 1    | 10,000       |
| 2    | 10,692       |
| 3    | 12,769       |
| 4    | 13,462       |
| 5    | 20,385       |

Assume cost of capital is 10%. And calculate-

- Pay – Back period
- Average Rate of Return (ARR)



Total No. of Questions : 3]

SEAT No. :

PE-5627

[Total No. of Pages : 3

[6526]-205

**B.Com. (Business Management)**

**MJ-201-RM-T : AGRI BUSINESS MANAGEMENT -  
RURAL MARKETING  
(2024 Pattern) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw neat diagram whenever necessary.*

**Q1) A) Multiple Choice Questions (Solve any 5 out of 6) : [5 × 1 = 5]**

- i) 'Haats' and 'Melas' are examples of
  - a) Distribution challenges
  - b) Traditional promotion platforms
  - c) Modern retail
  - d) Banking channels
- ii) A key difference between urban and rural marketing is
  - a) Rural markets have high literacy
  - b) Urban consumers are influenced by local customs
  - c) Rural consumers depend highly on word-of-mouth
  - d) Urban markets do not require promotional activities
- iii) Transport and communication come under
  - a) Rural consumer behaviour
  - b) Rural infrastructure
  - c) Rural pricing
  - d) Product planning

**P.T.O.**

- iv) Rural marketing primarily focuses on
  - a) Only agricultural goods
  - b) Marketing activities in rural areas
  - c) Export-based marketing
  - d) Industrial marketing
- v) Which of the following is the largest influence on rural consumer buying behaviour?
  - a) Cinema
  - b) Peer pressure
  - c) Family and community
  - d) Social media
- vi) Which pricing method suits rural markets best?
  - a) Premium pricing                      b) Psychological pricing
  - c) Penetration pricing                d) Skimming

B) Answer in One Sentence (Solve any 5 out of 6) : **[5 × 1 = 5]**

- i) What is the meaning of 'rural distribution'?
- ii) State one feature of rural products.
- iii) What is agricultural marketing?
- iv) Define rural marketing.
- v) What is rural market segmentation?
- vi) Give one cultural factor influencing rural buyers.

C) State True or False (Solve any 5 out of 6) : **[5 × 1 = 5]**

- i) Brand loyalty is generally high in rural consumers.
- ii) Haats take place regularly at weekly intervals.
- iii) Rural banking services have no role in rural marketing.
- iv) Rural consumer decisions are less influenced by family.
- v) Rural markets have shown rapid growth due to technology.
- vi) Distribution in rural areas is easier than urban markets.

D) Match the Pairs :

[5 × 1 = 5]

- | A                          | B                                        |
|----------------------------|------------------------------------------|
| i) Village retailers       | a) Reduce post-harvest losses            |
| ii) Cooperative societies  | b) Influenced by word-of-mouth           |
| iii) Agro-based industries | c) Processing of farm produce            |
| iv) Brand awareness        | d) Collective procurement & distribution |
| v) Cold storage facilities | e) Credit-based selling                  |

**Q2) Long Answer Questions (Solve any 3 out of 5) :**

**[30]**

- a) Describe the Rural Marketing Mix with suitable examples.
- b) Explain the challenges and opportunities in rural markets.
- c) Discuss the role of services such as banking, insurance, healthcare, and education in rural India.
- d) Explain the scope, and significance of rural marketing in India.
- e) Discuss rural consumer behaviour and the socio-cultural factors influencing rural buying decisions.

**Q3) Write Short Notes(Solve any 4 out of 6) :**

**[20]**

- a) Product strategies for rural markets.
- b) Marketing of agricultural produce.
- c) Physical evidence in rural marketing.
- d) Evolution and growth of rural marketing.
- e) Technological changes impacting rural markets.
- f) Rural distribution channels.



Total No. of Questions : 3]

SEAT No. :

PE-5010

[Total No. of Pages : 2

[6526]-206

S.Y. B.Com. (B.M)

OE-201-BBM-ML : MERCANTILE LAW

(2024 Pattern) (Semester - III)

Time : 2 Hours]

[Max. Marks : 35

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw neat diagram whenever necessary.

**Q1)** Multiple Choice Questions (Attempt any 5 out of 8) :

**[5]**

- i) Indian Contract Act is NOT applicable in which state of India?
  - a) Jammu and Kashmir
  - b) Uttar Pradesh
  - c) Punjab
  - d) Manipur
- ii) There must be at least how many persons to form a Contract?
  - a) One
  - b) Two or More
  - c) No limit
  - d) None of the above
- iii) A \_\_\_\_\_ is a partner who has no real interest in the business and has no right to share profits.
  - a) Silent Partner
  - b) Nominal Partner
  - c) Active Partner
  - d) Working Partner
- iv) A person who conceives an idea of incorporation of company and starts a business is called \_\_\_\_\_.
  - a) Shareholder
  - b) Lender
  - c) Promoter
  - d) Director
- v) When Indian Partnership Act came into effect?
  - a) 1872
  - b) 1923
  - c) 1933
  - d) 1932

**P.T.O.**

- vi) Minimum number of members in case of public limited company
  - a) 1
  - b) 2
  - c) 5
  - d) 7
- vii) An agreement enforceable by law is \_\_\_\_\_.
  - a) Acceptance
  - b) Promise
  - c) Contract
  - d) Offer
- viii) A person above the age of 18 is called \_\_\_\_\_ as per the Indian Contract Act, 1872
  - a) Major
  - b) Minor
  - c) Citizen
  - d) Child

**Q2) Long Answer Questions (Solve any 2 out of 3)** [14]

- Define the term 'contract'. Write and explain the essential elements of Contract as per, 'the Indian Contract Act, 1872.
- State various ways in which contract can be discharged.
- Define company. Write the characteristics of a company as per Companies Act 2013.

**Q3) Write a Short Notes on: (Solve any 4 out of 6)** [16]

- a) Any four types of contracts.
- b) E-Contract
- c) Types of Partners
- d) Write rights and duties of a consumer as per Consumer Protection Act, 2019.
- e) Procedure for formation of a company
- f) Types of Companies under Companies Act, 2013



Total No. of Questions : 3]

SEAT No. :

**PE3486**

[Total No. of Pages : 3

**[6526]-207**

**S.Y. B.Com. (Business Management)**

**MJ-202-BBM-T: SUPPLY CHAIN MANAGEMENT**

**(2024 Credit Pattern) (NEP 2020) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions :**

**[10]**

- a) A supply chain structure that begins with supplier and ends with customers called as.
  - i) Closed loop supply chain
  - ii) Supply Chain Management
  - iii) Linear Supply chain
  - iv) Circular Economy
- b) Supply chain management is the management of the\_\_\_\_\_.
  - i) Storage raw material
  - ii) Fulfillment of order
  - iii) Flow of goods & Services
  - iv) Satisfaction of customer
- c) Which of the following is Inventory control technique?
  - i) ABC analysis
  - ii) SWOT analysis
  - iii) PEST analysis
  - iv) All of Above
- d) \_\_\_\_\_is defined as the distribution of goods and services throughout a transnational company's global network.
  - i) Globalization
  - ii) Domestic Supply Chain Network
  - iii) Global Market forces
  - iv) Global Supply Chain Management

***P.T.O.***

- e) Due to small change in customer demands, inventory oscillations become progressively larger looking through the Supply chain.
  - i) Bullwhip effect
  - ii) Reverse Supply chain
  - iii) Netchain analysis
  - iv) Reverse Logistics
- f) Which technology is commonly used in SCM for tracking and managing inventory in real-time?
  - i) Satellite imaging
  - ii) Morse code
  - iii) RFID (Radio Frequency Identification)
  - iv) Carrier pigeons
- g) Just in Time (JIT) helps in
  - i) Reducing inventory holding costs
  - ii) Increasing lead time
  - iii) Increasing warehouse space
  - iv) Improving Demand Fluctuation
- h) In Push strategy, Production is based on:
  - i) Real Time demand
  - ii) Forecast Demand
  - iii) Customer Customization
  - iv) Zero Inventory
- i) What is the primary objective of supply chain management?
  - i) Maximizing shareholder wealth
  - ii) Minimizing transportation costs
  - iii) Enhancing customer satisfaction
  - iv) Increasing inventory levels
- j) Which technology is commonly used for tracking and tracing products in retail SCM?
  - i) GPS tracking
  - ii) Barcoding
  - iii) Morse code
  - iv) Semaphore signals

B) Match the following : [5]

Column - A

Column - B

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| a) Industry 5.0                  | i) Storage of goods                   |
| b) Warehouse                     | ii) Environmental sustainability      |
| c) Green SCM                     | iii) Optimizing space utilization     |
| d) Outbound logistics            | iv) Distribution of finished products |
| e) Objective of space Management | v) Human centric & Sustainable SCM    |

C) Answer in one sentence [5]

- a) Define supply chain management.
- b) What is Cross Docking?
- c) What is safety stock?
- d) What do you mean by Aggregate Planning?
- e) What do you mean by Block Chain?

**Q2) Long Answer (any 3):** [30]

- a) Explain the Green & Sustainable Practices in Supply Chain Management.
- b) Discuss the Network optimization Strategies in SCM.
- c) What is Digital transformation in supply chain management? Explain the role of AI, IoT and Blockchain technologies with suitable examples.
- d) What is Supply chain Operations? Explain its types in detail.
- e) Explain the importance of Ethical Practices & CSR in Supply chain Management.

**Q3) Short Notes:- (any 4)** [20]

- a) AI in supply Chain
- b) Distribution Networks
- c) Bull Whip Effect
- d) Challenges for International SCM
- e) Components of a Supply Chain
- f) Industry 5.0



Total No. of Questions :4]

SEAT No. :

**PE3487**

[Total No. of Pages : 2

**[6526]-208**

**S.Y B.Com. (BM)**

**VSC-201-BBM-T : BUSINESS ANALYTICS**

**(NEP) (2024 Credit Pattern) (Semester-III)**

*Time : 2 Hours]*

*[Max. Marks : 35*

*Instructions to the candidates:*

- 1) *All questions are compulsory.*
- 2) *Draw diagrams wherever necessary.*
- 3) *Figures to the right Indicate full marks.*

**Q1) Multiple Choice Questions.**

**[5]**

- a) Business Analytics mainly helps in \_\_\_\_\_.  
i) Financial auditing                      ii) Better decision-making  
iii) Random guessing                      iv) Website designing
- b) Which is NOT a type of analytics?  
i) Descriptive                                  ii) Diagnostic  
iii) Reflective                                  iv) Predictive
- c) Big Data is commonly described using how many V's?  
i) 3                                                  ii) 4  
iii) 5                                                  iv) 6
- d) Structured data is stored in \_\_\_\_\_.  
i) Images                                          ii) Videos  
iii) Rows and columns                      iv) Audio files
- e) Dashboards are mainly used for \_\_\_\_\_.  
i) Data storage                                  ii) Visualization  
iii) Data cleaning                              iv) Coding

**P.T.O.**

**Q2) Answer in one Line. [5]**

- a) Define Business Analytics
- b) What is meaning of Prescriptive Analytics?
- c) 5V's of Big Data?
- d) What is Data Cleaning?
- e) Name one Visualization tool.

**Q3) Long Answer. (Attempt any 1) [10]**

- a) Explain the meaning, scope, evolution, and importance of Business Analytics.
- b) Describe applications of Business Analytics in Marketing and Finance.

**Q4) Short Notes: (Attempt any 3) [15]**

- a) Descriptive Analytics
- b) Big Data
- c) Sources of Data
- d) Role of Business Analytics
- e) Role of Excel in Data Analytics



Total No. of Questions : 3]

SEAT No. :

**PE3488**

[Total No. of Pages : 2

**[6526]-209**

**S.Y. B.Com. (Business Management)**

**MN-201-BBM-T : RESEARCH METHODOLOGY**

**(2024 Credit Pattern) (NEP) (Semester - III)**

*Time : 3 Hours]*

*[Max. Marks : 70*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Figures to the right indicate full marks.*

**Q1) A) Multiple Choice Questions : [5×1=5]**

- a) The main objective of business research is to \_\_\_\_\_.
  - i) Increase profits
  - ii) Solve business problems systematically
  - iii) Improve employee morale
  - iv) Reduce production cost
- b) \_\_\_\_\_ designs deals with the number of items to be observed and the ways of data collection and methods of analysing data.
  - i) Statistical
  - ii) Operational
  - iii) Observational
  - iv) Sampling
- c) Qualitative research is characterised by
  - i) Non-numerical
  - ii) Observation is done in natural setting
  - iii) Detailed and in depth description of entities/situation
  - iv) All of above
- d) \_\_\_\_\_ involves scrutinizing the collected data to identify and minimize errors, incompleteness, misclassification and gaps in the information obtained from respondents to the extent possible.
  - i) Editing
  - ii) Coding
  - iii) Classification
  - iv) Tabulation
- e) A research design is primarily concerned with \_\_\_\_\_.
  - i) Collecting data
  - ii) Defining the sample size
  - iii) Providing a plan or structure for investigating
  - iv) Writing reports
- f) \_\_\_\_\_ sampling, the population is divided into a number of sub-populations or strata, based on member's shared attributes or characteristic.
  - i) Stratified random
  - ii) Systematic
  - iii) Cluster
  - iv) Sequential

**P.T.O.**

- B) Match the pair : [5×1=5]
- |                     |                                                                  |
|---------------------|------------------------------------------------------------------|
| a) Hypothesis       | i) Processing of selecting a representative subset of population |
| b) Sampling         | ii) Aims to find a solution for an immediate practical problem   |
| c) Applied research | iii) A tentative statement or assumption to be tested            |
| d) Quota sampling   | iv) Data collection tool                                         |
| e) Questionnaire    | v) Non probability sampling                                      |
- C) Fill in the blanks : [5×1=5]
- Null Hypothesis is denoted by \_\_\_\_\_.
  - \_\_\_\_\_ research provides a description of the state of affairs as it exists at present.
  - A \_\_\_\_\_ is meant for the researcher to access the state of knowledge in the area.
  - \_\_\_\_\_ is a systematic record of a particular quantity in terms of its different values represented together in a set.
  - \_\_\_\_\_ data refers to the published data and the data collected in the past.
- D) True or False : [5×1=5]
- Every research study always begins with hypothesis.
  - The group of individuals from whom data is called the sample.
  - The data collected first in a study is always called primary data.
  - There is no possibility of error in true experimental research design.
  - The group of individuals from whom one needs to collect data study is called the sample.

**Q2)** Long answer questions (Any 3) : [3×10=30]

- Explain research & different types of research.
- Explain the research & describe the research process.
- Explain the methods of data collection and discuss their advantages & disadvantages.
- Explain the observations method of data collection. State its merit & demerit.
- Explain research designs and its need and importance.

**Q3)** Short notes (Any 4 out of 6) : [4×5=20]

- Objects of research
- Non-probability sampling
- Tabulation
- Ethics in Research
- Format of research report
- Snowball sampling

